SOUTHERN BOUNDARY SURVEY 1984:

A Survey of Tourist Traffic Entering Manitoba Via Highways No. 10 (Boissevain) and No. 75 (Emerson) Per Month and for the Years 1983 and 1984

Winnipeg, Manitoba
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SOUTHERN BOUNDARY SURVEY

HISTORICAL DATA SERIES

1978 - 1984

GRAPH 1

U.S. visitors to Manitoba entering via the Southern Boundary 1978 - 1984.

- Total entries and [illegible]ary market subtotals.

GRAPH 2

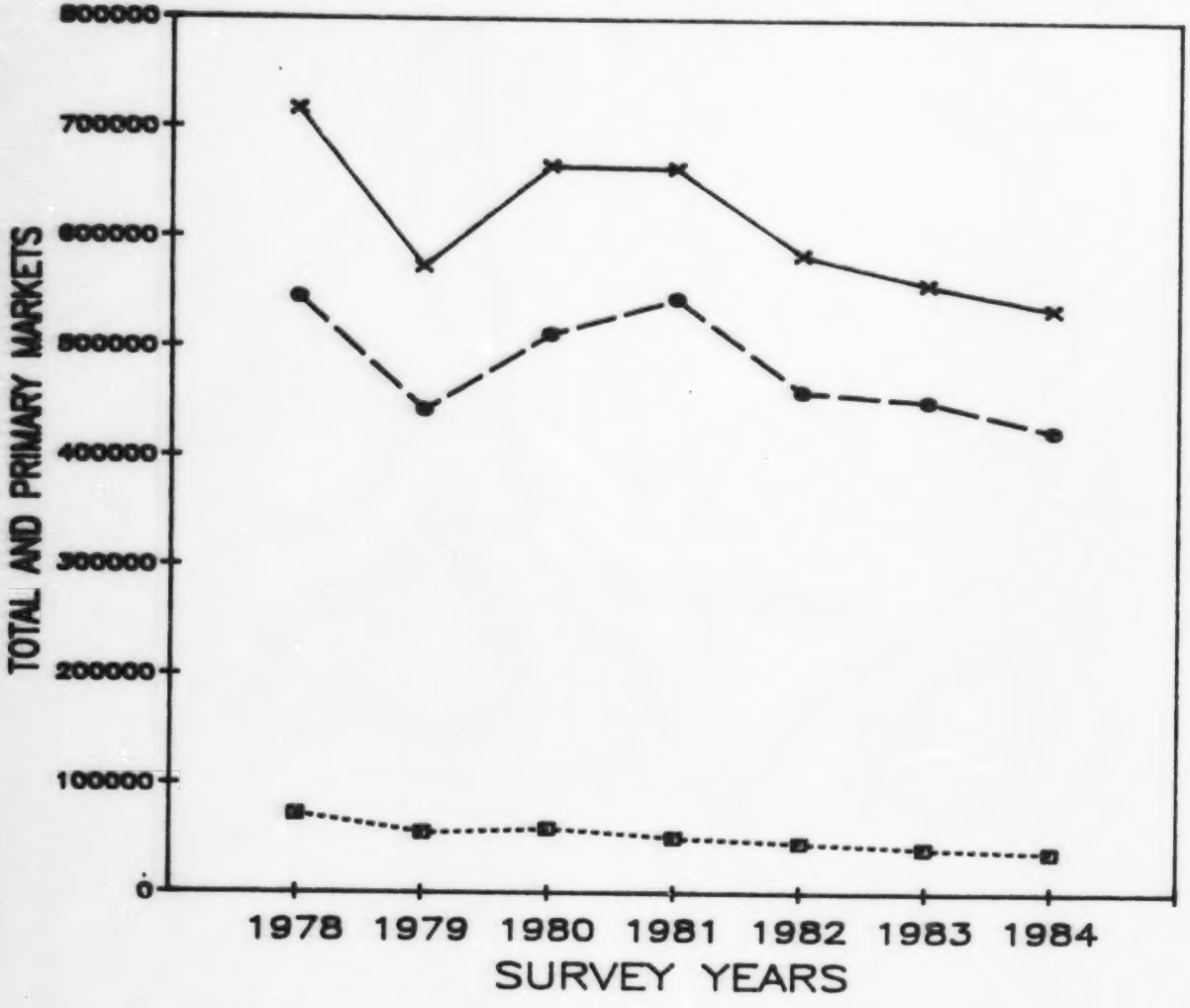
U.S. visitors to Manitoba entering via the Southern Boundary 1978 - 1984.

- Secondary market area entries.

GRAPH 1

U.S. VISITORS TO MANITOBA

ENTERING VIA SOUTHERN BOUNDARY (1978/84)



LEGEND

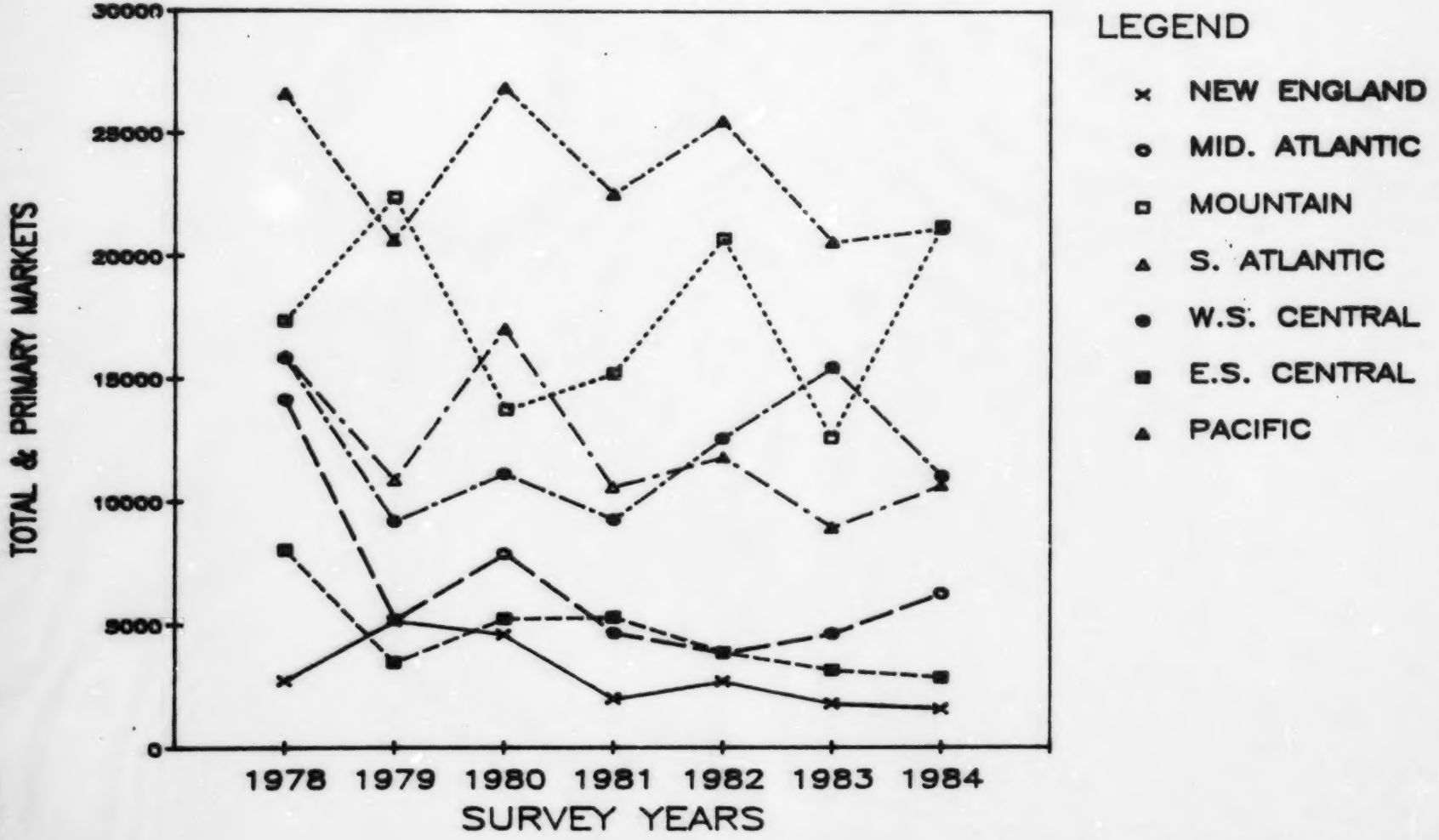
- × AMERICAN TOTAL
- o W.N. CENTRAL
- □ E.N. CENTRAL

DATA FROM TABLE A.

GRAPH 2

U.S. VISITORS TO MANITOBA

ENTERING VIA SOUTHERN BOUNDARY (1978/84)



DATA FROM TABLE A.

INTRODUCTION

Statistics Canada publishes monthly and annual records of the volume of tourist traffic entering Manitoba by automobile from the United States through all ports of entry. The records detail total vehicular movement into the province as either originating from the United States or Canada but lack detail concerning the province or state of origin.

The purpose of this survey is to determine the provincial or state of origin of vehicles entering the province.

METHODOLOGY

The survey procedure involves stationing a person at the two survey points (Emerson and Boissevain) on the Manitoba-United States boundary on established sample days during May-August of each year. The sample days are compiled to permit comparability from year to year (See Survey Schedule, Appendix I).

Lower proportions of tourists enter the province during the month of May. The May survey proportions are therefore used in this survey as representative of the remaining non-surveyed months of the year (January to April and September to December).

The method of survey is essentially reliable with regard to formulating the required statistics. However, it is believed that the license plate observation of origin is subject to a certain degree of error encountered when interpreting the plate origin.

The following report summarizes the results of all the data collected in the 1983 and 1984 surveys.

18-Feb-85

TABLE 1 TOTAL CANADIAN AND UNITED STATES TRAFFIC ENTERING MANITOBA VIA HIGHWAYS #10 (BOISSEVAIN) AND #75 (EMERSON). COMPARED TO TOTAL CANADIAN AND UNITED STATES TRAFFIC VIA ALL ROUTES FROM THE U.S.A. 1983/84.

	TOTAL CANADIAN & U.S.A.* TRAFFIC HWYS. #10 & #75		TOTAL TRAFFIC* ENTERING MANITOBA FROM USA -ALL HWYS		PERCENTAGE OF TOTAL TRAFFIC	
MONTH	1983	1984	1983	1984	1983	1984
JAN	12976	11948	30716	30416	42.25%	39.28%
FEB	11616	12039	27984	29720	41.51%	40.51%
MAR	16277	17120	35813	37560	45.45%	45.58%
APR	19105	19587	40671	39255	46.97%	49.90%
MAY	23060	21184	48227	45476	47.82%	46.58%
JUN	28347	29154	57535	59421	49.27%	49.06%
JUL	48172	37920	89414	74840	53.88%	50.67%
AUG	44579	37074	79138	68596	56.33%	54.05%
SEP	27403	25199	53439	49986	51.28%	50.41%
OCT	22893	19591	46338	40419	49.40%	48.47%
NOV	17104	14628	36070	32144	47.42%	45.51%
DEC	12876	12191	31190	30429	41.28%	40.06%
TOTAL	284408	257635	576535	538262	49.33%	47.86%

* DOES NOT INCLUDE COMMERCIAL TRAFFIC.
SOURCE: STATISTICS CANADA. #66-001. MONTHLY.

SECTION I

SURVEY DATA FOR HIGHWAYS #10 AND #75, NORTHBOUND

- Table 1 is a comparison of the total Canadian and United States vehicle traffic entering Manitoba via Highways No. 10 (Boissevain) and No. 75 (Emerson) (discounting commercial traffic) to the total vehicle traffic entering Manitoba from the United States via all ports of entry per month for the years 1983 and 1984.

- Of the total traffic in 1983 (576,535) entering Manitoba via all ports of entry, the traffic volume on Highways No. 10 and No. 75 accounted for 49.33% of all traffic.

- The highest proportion of Canadian and United States traffic entering Manitoba via Highways No. 10 and No. 75 in 1983 were recorded in July (53.88%), August (56.33%) and September (51.28%).

- In 1984, of the total traffic entering Manitoba by way of the United States (538,262) 47.86% entered via Highway No. 10 (Boissevain) and No. 75 (Emerson).

- In 1984, the highest proportion of Canadian and United States traffic entering the Province via these two routes occurred in the month of August (54.05%), July (50.67%) and September (50.41%).

A) MANITOBA VEHICLE TRAFFIC, 1983 AND 1984

- Table 2 depicts the proportion of Manitoba traffic entering the two main survey points during the survey weeks from May-August, 1983-1984.

- In 1983, Manitoba traffic accounted for 88.96% of the total Canadian traffic entering the province via Boissevain (84.37%) and Emerson (90.40%).

- In 1984, Manitoba traffic accounted for 89.82% of the total Canadian traffic entering via Boissevain (85.10%) and Emerson (91.38%).

- The percentage split in Canadian traffic between Manitobans and other Canadians from Table 3 is applied to the total Canadian traffic count per month for both Boissevain and Emerson in 1983 and 1984.

- The data source for the total Canadian traffic figures originated with Statistics Canada in Table 4.

TABLE 2 SURVEY DATA - MANITOBA VEHICLE TRAFFIC ENTERING MANITOBA VIA HIGHWAYS #10 (BOISSEVAIN) AND #75 (EMERSON) FROM THE U.S.A. DURING 1983 AND 1984 FOR THE SUMMER MONTHS OF MAY - AUGUST.

FOR THE YEAR 1983		MAY	JUN	JUL	AUG	TOTAL
BOISSEVAIN:	TTL MAN. TRFC.	341	381	716	657	2095
28 SURVEY	TTL CAN. TRFC.	371	457	895	760	2483
DAYS	% MAN. TRFC.	91.91%	83.37%	80.00%	86.45%	84.37%
EMERSON:	TTL MAN. TRFC.	2052	986	2047	2099	7184
28 SURVEY	TTL CAN. TRFC.	2146	1128	2331	2342	7947
DAYS	% MAN. TRFC.	95.62%	87.41%	87.82%	89.62%	90.40%
BOISSEVAIN	TTL MAN. TRFC.	2393	1367	2763	2756	9279
&	TTL CAN. TRFC.	2517	1585	3226	3102	10430
EMERSON:	% MAN. TRFC.	95.07%	86.25%	85.65%	88.85%	88.96%

FOR THE YEAR 1984		MAY	JUN	JUL	AUG	TOTAL
BOISSEVAIN:	TTL MAN. TRFC.	186	318	822	428	1754
28 SURVEY	TTL CAN. TRFC.	202	398	973	488	2061
DAYS	% MAN. TRFC.	92.08%	79.90%	84.48%	87.70%	85.10%
EMERSON:	TTL MAN. TRFC.	1805	893	1305	1699	5702
28 SURVEY	TTL CAN. TRFC.	1872	997	1510	1861	6240
DAYS	% MAN. TRFC.	96.42%	89.57%	86.42%	91.30%	91.38%
BOISSEVAIN	TTL MAN. TRFC.	1991	1211	2127	2127	7456
&	TTL CAN. TRFC.	2074	1395	2483	2349	8301
EMERSON:	% MAN. TRFC.	96.00%	86.81%	85.66%	90.55%	89.82%

METHODOLOGY: TOTAL MANITOBA TRAFFIC (FROM SURVEY SHEETS)/TOTAL CANADIAN TRAFFIC (FROM SURVEY SHEETS) = % MANITOBA TRAFFIC.

- Information provided by Statistics Canada indicated that a total of 24,340 Canadian vehicles returned from the United States to Manitoba via Boissevain in 1983.

- Of this total, 86.88% were returning Manitoba vehicles and the remaining 13.12% originated from other provinces (calculated from Table 3A).

- For Emerson in 1983, the total number of Canadian vehicles entering Manitoba from the United States was 147,094 of which 93.04% originated from Manitoba and the remaining 6.96% originated from other Canadian provinces.

- In 1984, total Canadian traffic crossing the southern boundary at Boissevain decreased 6.94% from 1983 to 22,652 vehicles (Table 3A).

- Of this total, 87.68% was Manitoba traffic and the remaining 12.32% originated from other Canadian provinces.

- Total Canadian traffic through Emerson decreased 12.79% from 1983 to 128,287 vehicles in 1984.

- Of the total Canadian vehicles entering Manitoba from the United States through Emerson, 94.11% originated in Manitoba and the remaining 5.89% originated from other Canadian provinces.

TABLE 3A TOTAL MANITOBA AND OTHER CANADIAN VEHICLE TRAFFIC ENTERING MANITOBA VIA HIGHWAY #10 AND THE U.S.A. PER MONTH FOR 1983/84.

	TTL CAN TRFC(1)		TTL MAN TRFC(2)		OTHER CAN TRFC(3)	
MONTHS	1983	1984	1983	1984	1983	1984
JAN	798	834	733	768	65	66
FEB	906	788	741	726	65	62
MAR	857	919	788	846	69	73
APR	1138	982	1046	904	92	78
MAY	1558	1428	1432	1315	126	113
JUN	2503	3034	2087	2424	416	610
JUL	5846	5397	4677	4559	1169	838
AUG	5758	4950	4978	4341	780	609
SEP	2114	1758	1943	1619	171	139
OCT	1338	1195	1230	1100	108	95
NOV	954	738	877	680	77	58
DEC	670	629	616	579	54	50
TOTAL:	24340	22652	21147	19862	3193	2790

TABLE 3B TOTAL MANITOBA AND OTHER CANADIAN VEHICLE TRAFFIC ENTERING MANITOBA VIA HIGHWAY #75 FROM THE U.S.A. PER MONTH FOR 1983/84.

	TTL CAN TRFC(1)		TTL MAN TRFC(2)		OTHER CAN TRFC(3)	
MONTHS	1983	1984	1983	1984	1983	1984
JAN	7292	6890	6973	6643	319	247
FEB	6413	6817	6132	6573	281	244
MAR	9707	10766	9282	10381	425	385
APR	12056	12837	11528	12378	528	459
MAY	12368	11132	11826	10734	542	398
JUN	10849	10306	9483	9231	1366	1075
JUL	20299	14352	17826	12404	2473	1948
AUG	22132	16104	19836	14702	2296	1402
SEP	13886	12295	13278	11855	608	440
OCT	13345	11153	12760	10754	585	399
NOV	11225	8476	10733	8173	492	303
DEC	7522	7159	7193	6903	329	256
TOTAL:	147094	128287	136849	120729	10245	7558

METHODOLOGY:

(1) DERIVED FROM STATISTICS CANADA. #66-001 MONTHLY.

(2) TOTAL CANADIAN TRAFFIC x PERCENT MANITOBA TRAFFIC (TABLE #2) = TOTAL MANITOBA TRAFFIC.

(3) OTHER CANADIAN TRAFFIC = TOTAL CANADIAN TRAFFIC MINUS TOTAL MANITOBA TRAFFIC.

- Table 4 (A and B) summarizes the total traffic by origin for both survey points for 1983 and 1984.

- In 1983, Boissevain had a total tourist vehicle count of 19,338 of which 16.51% originated from other Canadian provinces and the remaining 83.49% of the total tourist traffic originated in the United States.

- In 1984, however, the total tourist traffic decreased by 7.67% to 17,854 tourist vehicles, of which 84.38% originated in the United States and the remaining 15.62% originated from Canadian provinces other than Manitoba.

- The total tourist traffic entering Manitoba from the United States via Emerson equalled 107,074 in 1983, of which 9.57% originated from Canadian provinces other than Manitoba and 80.43% originated in the United Sates.

- In 1984, the total tourist traffic entering Manitoba via Emerson decreased by 7.36% from 1983 to 99,190 vehicles.

- Of this total 92.38% originated in the United States and the remaining 7.62% originated in other Canadian provinces.

TABLE 4A TOTAL TOURIST TRAFFIC ENTERING MANITOBA VIA HIGHWAY #10 FROM THE USA (DISCOUNTING MANITOBA TRAFFIC) PER MONTH AND FOR THE YEARS 1983 AND 1984.

	TOTAL OTHER CANADIAN TRAFFIC (1)		TOTAL UNITED STATES TRAFFIC (2)		TOTAL TOURIST TRAFFIC		% CHANGE IN TOURIST TRFC
MONTHS	1983	1984	1983	1984	1983	1984	1983/84
JAN	65	66	522	538	587	604	2.99%
FEB	65	62	521	587	586	649	10.79%
MAR	69	73	658	805	727	878	20.69%
APR	92	78	698	593	790	671	-15.09%
MAY	126	113	1178	1100	1304	1213	-6.97%
JUN	416	610	2200	2258	2616	2868	9.62%
JUL	1169	838	3873	2984	5042	3822	-24.21%
AUG	780	609	2925	3010	3705	3619	-2.34%
SEP	171	139	1639	1366	1810	1505	-16.83%
OCT	108	95	1044	860	1152	955	-17.14%
NOV	77	58	510	493	587	551	-6.08%
DEC	54	50	377	470	431	520	20.56%
TOTAL:	3193	2790	16145	15064	19338	17854	-7.67%

TABLE 4B TOTAL TOURIST TRAFFIC ENTERING MANITOBA VIA HIGHWAY #75 FROM THE USA (DISCOUNTING MANITOBA TRAFFIC) PER MONTH AND FOR THE YEARS 1983 AND 1984.

	TOTAL OTHER CANADIAN TRAFFIC (1)		TOTAL UNITED STATES TRAFFIC (2)		TOTAL TOURIST TRAFFIC		% CHANGE IN TOURIST TRFC
MONTHS	1983	1984	1983	1984	1983	1984	1983/84
JAN	319	247	4364	3686	4683	3933	-16.03%
FEB	281	244	3876	3847	4157	4091	-1.59%
MAR	425	385	5055	4630	5480	5015	-8.48%
APR	528	459	5213	5175	5741	5634	-1.86%
MAY	542	398	7956	7524	8498	7922	-6.77%
JUN	1366	1075	12795	13556	14161	14631	3.32%
JUL	2473	1948	18154	15187	20627	17135	-16.93%
AUG	2296	1402	13764	13010	16060	14412	-10.26%
SEP	608	440	9764	9780	10372	10220	-1.47%
OCT	585	399	7166	6383	7751	6782	-12.49%
NOV	492	303	4415	4921	4907	5224	6.47%
DEC	329	256	4307	3933	4636	4189	-9.65%
TOTAL:	10245	7558	96829	91632	107074	99190	-7.36%

METHODOLOGY: (1) SOURCE: TABLE #3 OF THIS REPORT.
(2) SOURCE: STATISTICS CANADA. #66-001 MONTHLY.

- Table 5 compares the non-resident vehicle percentage of the total traffic for each month during the years 1983 and 1984.

- During the peak tourist travel months of June, July and August of 1983, an average of about 13% of the traffic during allotted survey times consisted of non-Manitoba resident traffic.

- During the peak tourist travel months of June, July and August of 1984 this average decreased to about 12% of vehicle traffic during allotted survey times.

- In 1983 and 1984 the percentage of non-resident traffic determined in the survey completed in May was used to estimate the total non-resident tourist traffic for each of the off-season* months.

- Table 6 summarizes the total Canadian and United States vehicles entering Manitoba via the United States per month during 1983 and 1984 (discounting commercial vehicles).

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* "Off-season months" refers to the months of January-April and September to December.

TABLE 5 TOTAL NON-MANITOBA. CANADIAN VEHICLES ENTERING MANITOBA VIA THE SOUTHERN BOUNDARY PER MONTH. 1983 AND 1984.

MONTHS:	TOTAL * CANADIAN VEHICLES 1983	1983 ** % NON-RESIDENT VEHICLES	TOTAL OTHER CANADIAN VEHICLES	TOTAL * CANADIAN VEHICLES 1984	1984 ** % NON-RESIDENT VEHICLES	TOTAL OTHER CANADIAN VEHICLES
JAN	20575	4.93%	1014	20392	4.00%	816
FEB	18603	4.93%	916	19759	4.00%	791
MAR	23963	4.93%	1181	25709	4.00%	1029
APR	28650	4.93%	1411	27861	4.00%	1115
MAY	29833	4.93%	1470	28006	4.00%	1121
JUN	29556	13.75%	4065	29872	13.19%	3940
JUL	50972	14.35%	7316	41085	14.34%	5891
AUG	49964	11.15%	5573	40441	9.45%	3822
SEP	32383	4.93%	1595	29873	4.00%	1195
OCT	30248	4.93%	1490	26457	4.00%	1059
NOV	25859	4.93%	1274	21431	4.00%	858
DEC	21403	4.93%	1054	20480	4.00%	820
TOTAL:	362009	-	28359	331366	-	22456

* SOURCE: STATISTICS CANADA. TRAVEL BETWEEN CANADA AND OTHER COUNTRIES. #66-001.

**DERIVED FROM ACTUAL SURVEY SHEETS (METHODOLOGY: 100% MINUS TOTAL MANITOBANS/TOTAL MANITOBANS PLUS OTHER CANADIANS. FOR EMERSON AND BOISSEVAIN ONLY. TABLE #2.

TABLE 6A TOTAL CANADIAN VEHICLES ENTERING MANITOBA VIA THE SOUTHERN BOUNDARY PER MONTH. 1983 AND 1984.

MONTHS:	YEARS		% CHANGE
	1983	1984	
JAN	20575	20392	-0.89%
FEB	18603	19759	6.21%
MAR	23963	25709	7.29%
APR	28650	27861	-2.75%
MAY	29833	28006	-6.12%
JUN	29556	29872	1.07%
JUL	50972	41085	-19.40%
AUG	49964	40441	-19.06%
SEP	32383	29873	-7.75%
OCT	30248	26457	-12.53%
NOV	25859	21431	-17.12%
DEC	21403	20480	-4.31%
TOTAL:	362009	331366	-8.46%

TABLE 6B TOTAL U.S. VEHICLES ENTERING MANITOBA VIA THE SOUTHERN BOUNDARY PER MONTH. 1983 AND 1984.

MONTHS:	YEARS		% CHANGE
	1983	1984	
JAN	10141	10024	-1.15%
FEB	9381	9961	6.18%
MAR	11850	11851	0.01%
APR	12021	11394	-5.22%
MAY	18394	17470	-5.02%
JUN	27979	29549	5.61%
JUL	38442	33755	-12.19%
AUG	29174	28155	-3.49%
SEP	21056	20113	-4.48%
OCT	16090	13962	-13.23%
NOV	10211	10713	4.92%
DEC	9787	9949	1.66%
TOTAL:	214526	206896	-3.56%

SECTION II

ORIGIN OF TOURIST TRAFFIC, 1983 AND 1984

- Tables B1, B2 and B3 in Appendix II outline the origin of tourist vehicles (non-Manitoba) on a quarterly basis for Boissevain, Emerson and all southern ports of entry during 1983 and 1984.

- Percentage distribution of tourist traffic and percentage annual change are also provided to enhance comparison of the month to month and annual variances in trends.

- A map illustrating the regional groupings of U.S. States for the purpose of the vehicle origin surveys may be found in Appendix II of this report.

TOTAL TOURISTS ENTERING MANITOBA VIA THE SOUTHERN BOUNDARY FROM THE UNITED STATES DURING 1983 AND 1984

- Survey results indicate that a total of 594,362 visitors (other than Manitobans) entered Manitoba via the Southern boundary by way of the United States in 1984. (Table A).

  This is an overall decline of 6.12% from volumes recorded in 1983.

  In 1984, 58,555 visitors originated in Canada (other than Manitoba residents) with the majority from Western Canada (59.74%) and the balance (40.26%) from Eastern Canada.

- In comparison with 1984 there was a 22.39% decline in the number of Canadian (other than Manitoba) visitors entering the province by automobile via the United States.

- Of the total visitors entering Manitoba via the southern boundary 90.15% or 535,807 originated in the United States, a decline of 3.92% from 1983.

- The greatest decline (in terms of numbers) occurred with visitors originating in North Dakota with 35,793 or 13.98% fewer visitors entering Manitoba in 1984 in comparison with 1983.

- Minnesotans traveling to Manitoba increased by 9,983 or 7.70% from 1983.

METHODOLOGY FOR TABLE A

1. Total Canadian (other than Manitoba) tourists:

   a) Total Canadian residents entering Manitoba via the U.S. for the years 1983 and 1984, from Statistics Canada Advance Monthly Report.

   b) Percentage non-Manitoba resident vehicles is a ratio of the total other Canadian vehicles divided by total Canadian vehicles. (Table 5 of this report)

   c) Step A x Step B = Total Canadian (Other than Manitoba) Tourists

2. Total United States resident entries from Statistics Canada Advance Monthly Report.

3. Percent Distribution

   a) For Canadian Tourists - From tables B1 and B2 of this report - the ratio of each provincial and regional vehicle entry totals divided by the grand total Canadian vehicles entries - then applied to total Canadian tourist (non-Manitoba resident) entries to Manitoba.

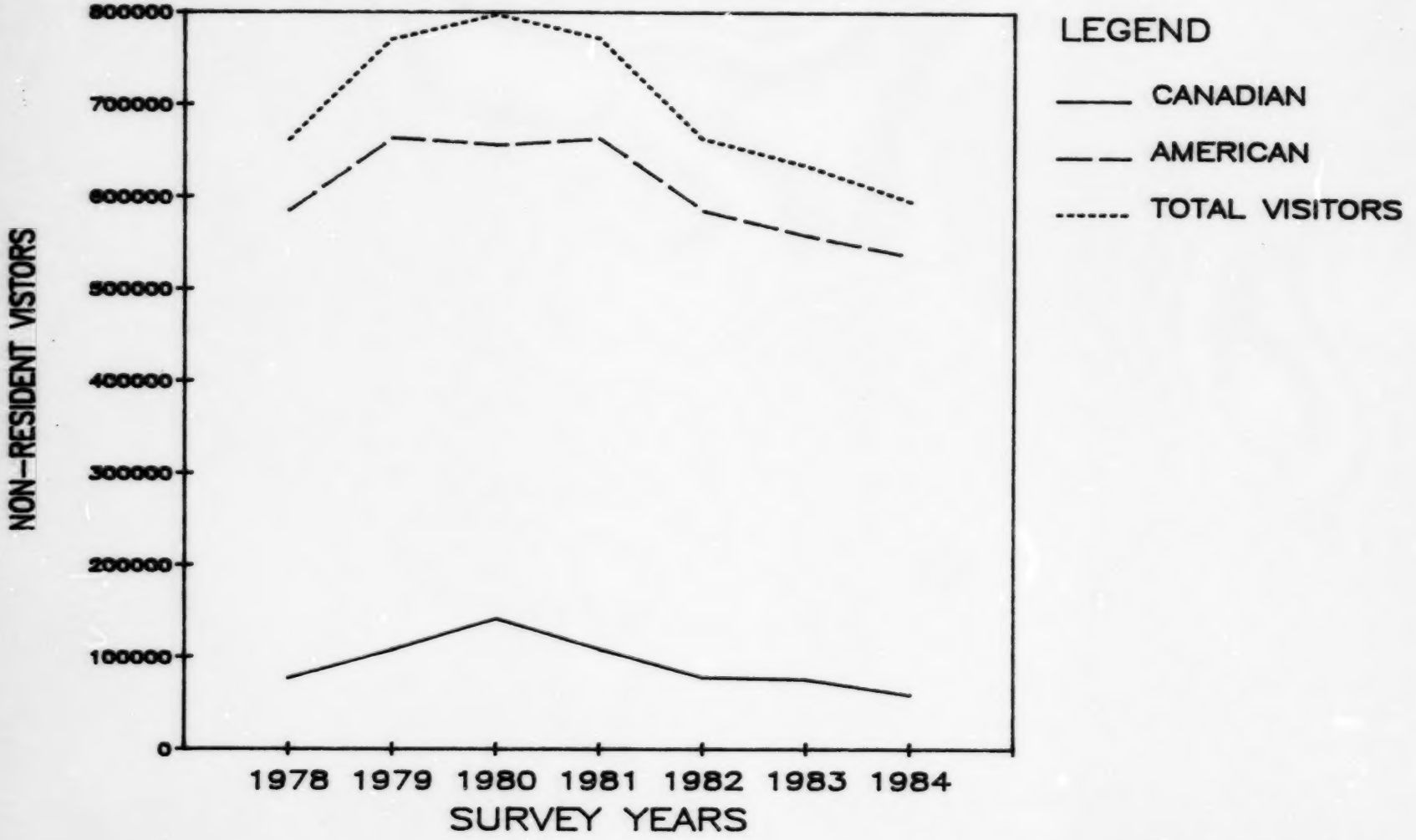
b) For U.S. Tourists - From tables B1 and B2 of this report - the ratio of each state and regional vehicle entry totals divided by the grand total U.S. vehicle entries - then applied to the total United States resident entries to Manitoba.

3. Total Tourists entering Manitoba via the Southern Boundary = Total Canadian (other than Manitoba residents) Tourists (from Step 1) plus total United States Tourists (from Step 2).

GRAPH 3

SOUTHERN BOUNDARY VISTOR ENTRIES

NON—MANITOBA RESIDENT ENTRIES



DATA FROM TABLE A.